

A Web Design Process

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1. User experience and information architecture
2. Design
3. Structure (HTML)
4. CSS (Style)

User

The archetype of person that may use your site. There may be different users with different needs and design considerations.



- Kim Goodwin



JOSH

Age 16

Male

High school student

Has iPod touch and iPad

Middle class family

Self conscious about his image and wants to seem like he has knowledge about what is trendy in the music scene and also wants to show that he knows what good old music sounds like.



EMMA

Age 29

Female

Project Manager at design agency

Has iPhone and iPad

Income: \$70k per year

Emma is considered a trend authority by her friends and likes to make and share playlists with specific friends on social media. She tries to be just ahead of what is popular in music.



JEFF

Age 37

Male

Executive at retail chain

Has iPhone

Income: \$100k+ per year

Jeff remembers making mixedtapes with a tape and the radio when he was young. He loves the craft of it and is especially interested in discovering new music to create and share.



Elisabeth Eriksson

Stockholm

BASIC

- 30 years old
- Dentist
- In a relationship

PERSONALITY

- Outgoing
- Lovely

MOTIVATIONS

- Design
- Tech
- Animals

DEVICES

- iPhone 6 Plus
- iPad mini



Christoffer Persson

Uppsala

BASIC

- 23 years old
- Student
- Single and ready to mingle

PERSONALITY

- Introvert
- Active

MOTIVATIONS

- Photography
- Sports
- Social media

DEVICES

- iPhone 5
- Apple watch



Alexandra Pereira

Södertälje

BASIC

- 42 years old
- Teacher
- Married

PERSONALITY

- Neat
- Organized

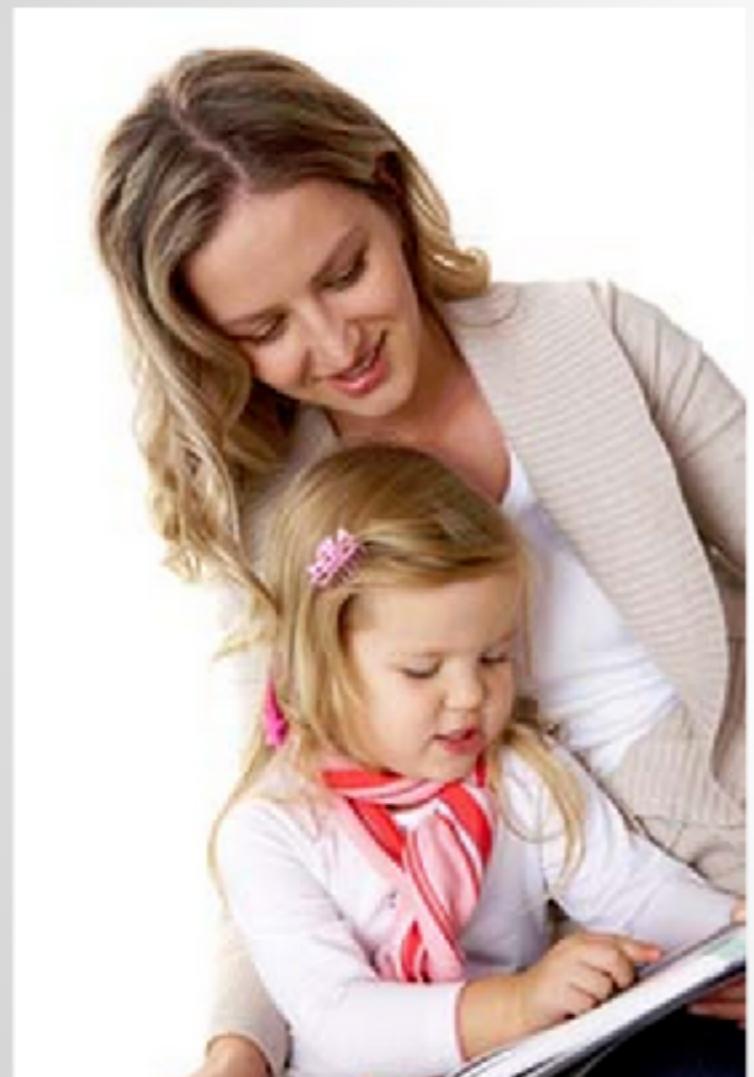
MOTIVATIONS

- Food
- Education
- Decoration

DEVICES

- iPhone 6s
- iPad pro

Archetype I



Name: Katherine

Demographics:

- **Role/ Job:** a young mother, works at SEB bank
- **Family:** she is married, and she has 2 children, one 5 years old girl Hailey, one 8 years old boy Tommy.
- **Living/ Location:** Stockholm
- **Hobbies:** singing, choir, jogging
- **Communication channels:** through facebook website she knows poppi book
- **Budget:** will buy around 1~2 books/month

Motivation:

Katherine loves her children and husband a lot. During spring or summer, after work, she will bring her kids out with her husband. They will play games in the park, or just go for a walk. During weekend, they will have picnics in the suburb nearby. But during the winter, every time when Katherine gets back home after work around 4:30 pm, it's already dark and freezing outside. The kids' father picks their kids home. They play lego or Katherine will read to her kids. But sometimes they are bored to do the same activity all the time. They want to find something new to kill the long nights of the winter



Cheryl

Customer &
District Admin
Decision Maker

"I need to be able to show that my students are improving their math skill with TTM through the school and state tests."

Technical Skills:



Math Skills:



4% of Users

30 mins or less



Beth

School Admin
Decision Maker

"I want to see an increase in math scores on our state tests. I need a easy to use tool for both teachers and students to help."

Technical Skills:



Math Skills:



10% of Users



Ed

School Admin
& Teacher
Decision Maker &
Frequent User

"My students need an engaging tool to help them learn math standards. I need an easy to use teacher tool to track progress."

Technical Skills:



Math Skills:



7% of Users



Margaret

Special Edu
Teacher
Frequent User

"My students need math features that will help them achieve to their highest ability. They need motivation they can actually accomplish"

Technical Skills:



Math Skills:



3% of Users



Chris

Secondary Edu
Teacher
Frequent User

"My students need practice on areas they struggle with to pass. I need a way to easily identify which students are struggling and on what areas."

Technical Skills:



Math Skills:



27% of Users

30 mins to 1 hour



Sara

Elementary
Edu Teacher
Frequent User

"I teach multiple subjects and I need a math tool that helps all my students learn in their own way that is fun and exciting."

Technical Skills:



Math Skills:



49% of Users

Time on product per week

User Experience

A person's entire experience using a particular system. It includes the practical, experiential, affective, meaningful and valuable aspects of human-computer interaction.

User Experience

Additionally, it includes a person's perceptions of system aspects such as utility, ease of use and efficiency.



User experience

Design



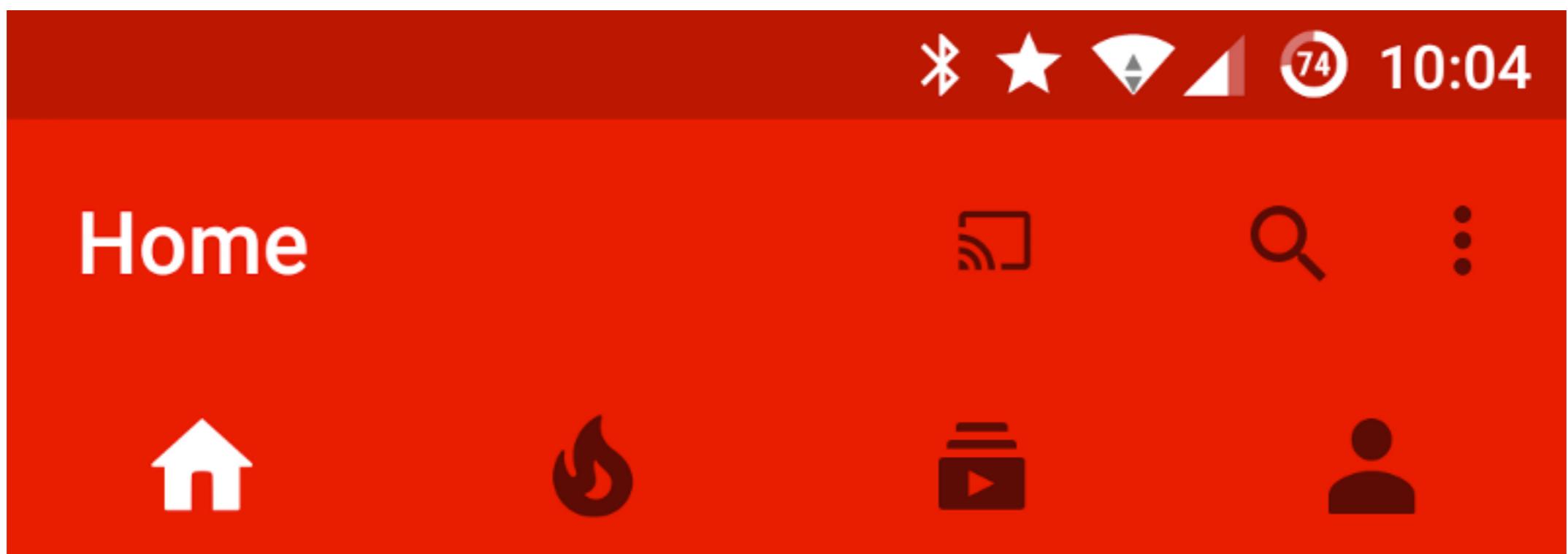


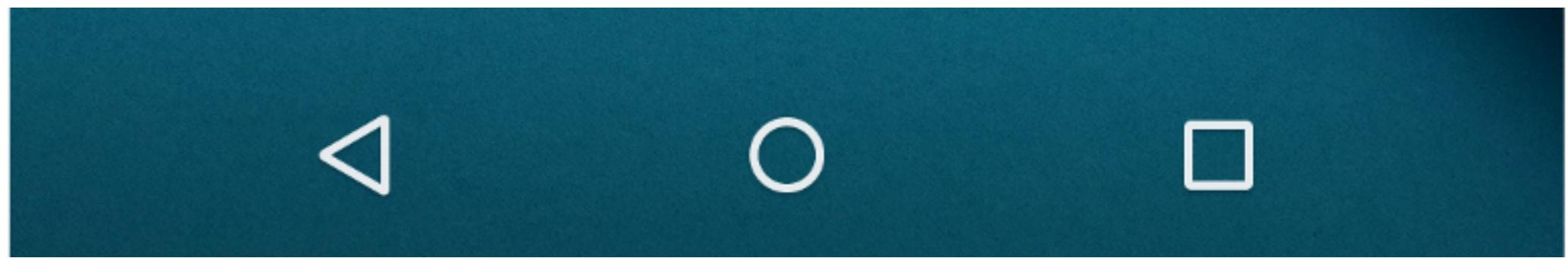
USER EXPERIENCE ELEMENTS

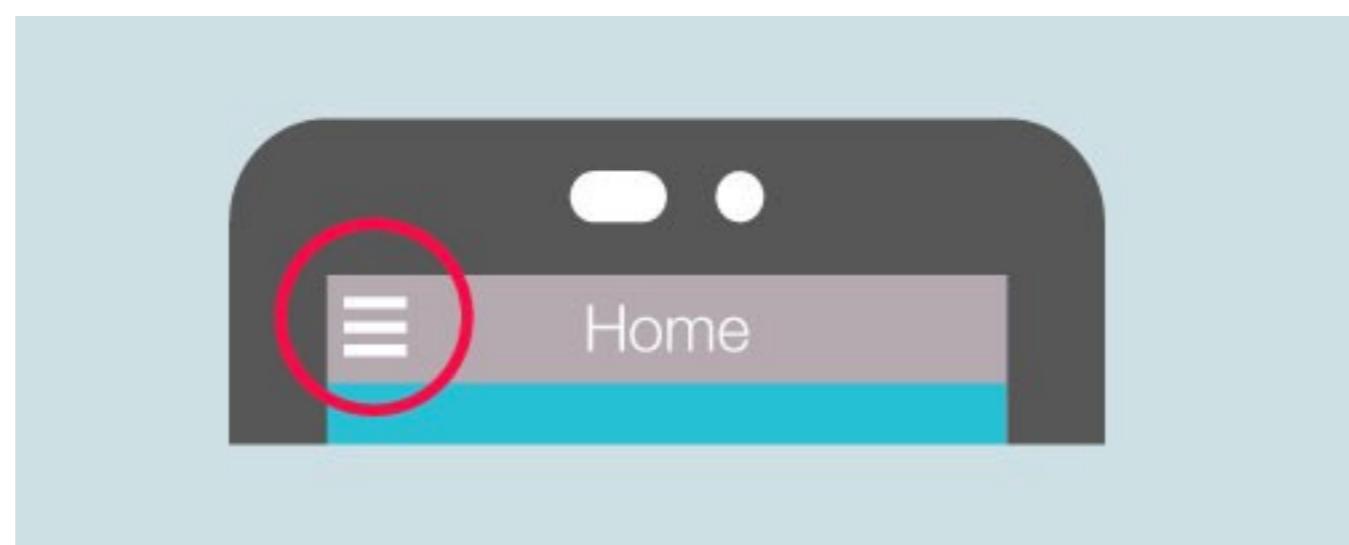


99%

designed by freepik.com









Favorite, save, add to wish list



Favorite, bookmark, rate



Featured



Top Charts



Categories



Purchased

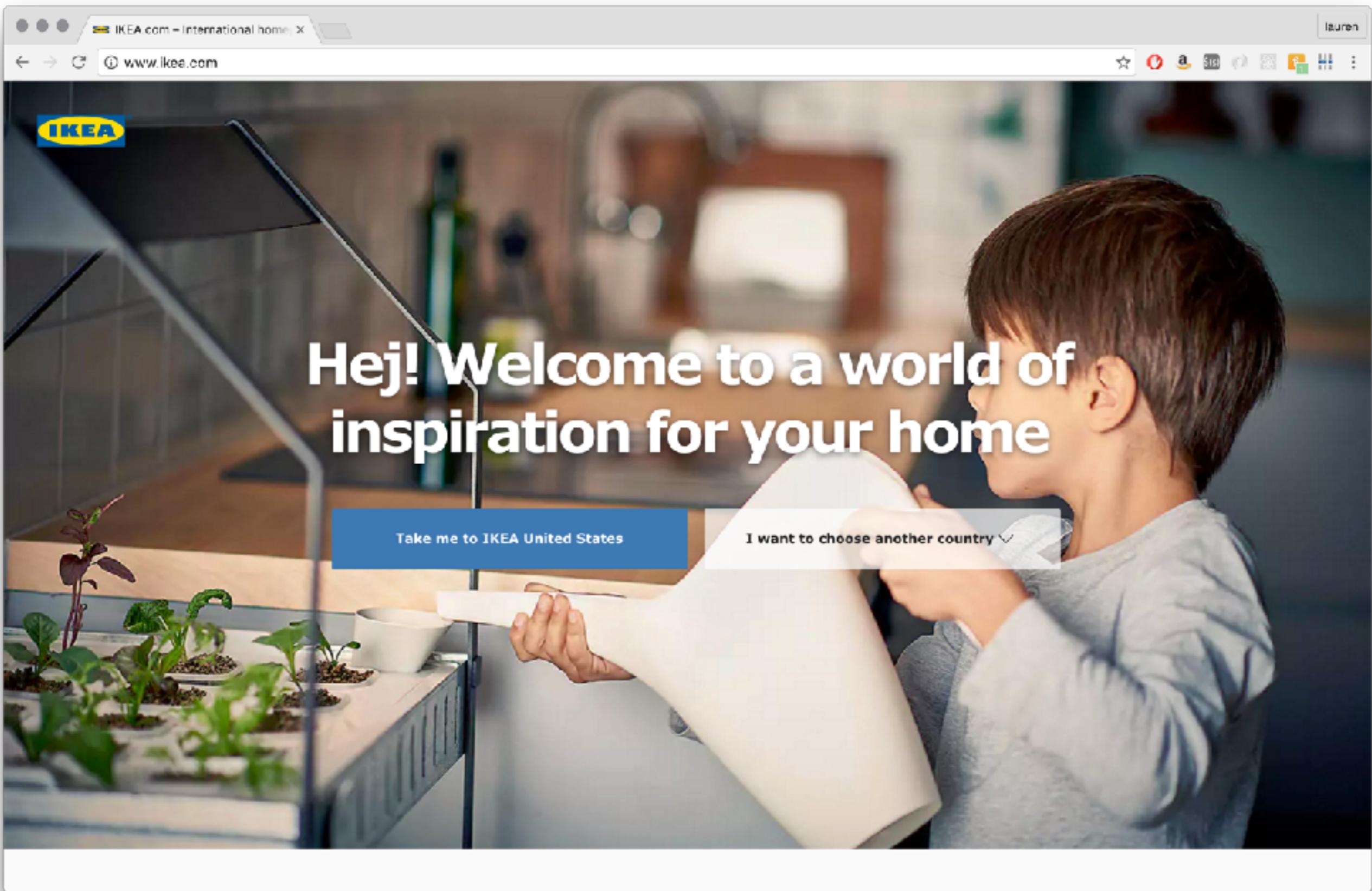


Updates

← LOOK LEFT →

← LOOK LEFT →

← LOOK RIGHT →



User Experience

The overall concept and experience of your site. What is it, what is its purpose? What are the goals for the site? How do you design a user's experience on your site to meet these goals?

The Design Document

1. Concept
2. User stories
3. Sitemap
4. Wireframes
5. Design Mockups

Concept

The overall concept of your site. What is it, what is its purpose? What are the goals for the site?

User Stories

Imagine a hypothetical user type.

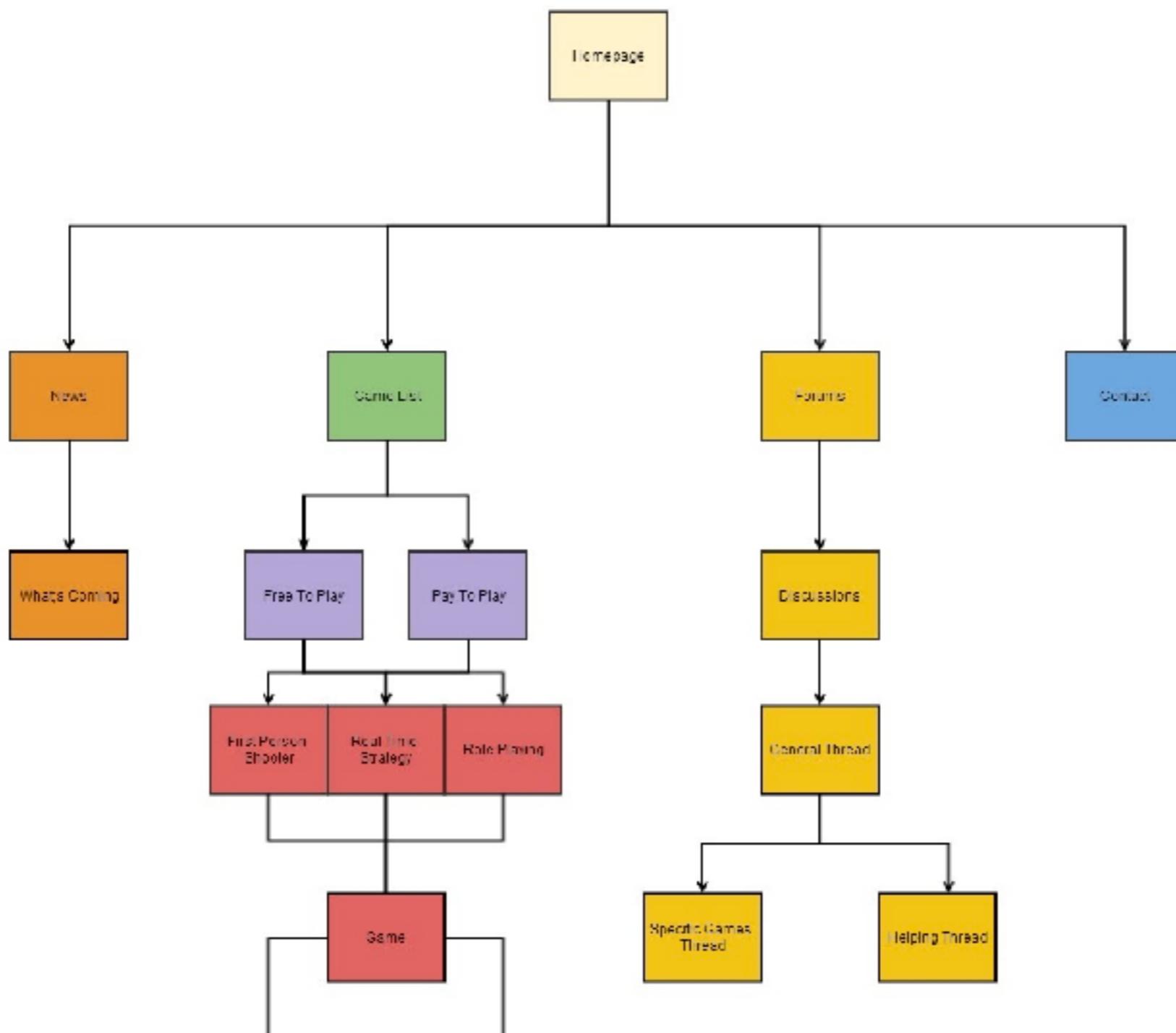
A user story is a brief description of the user, what they want, and why.

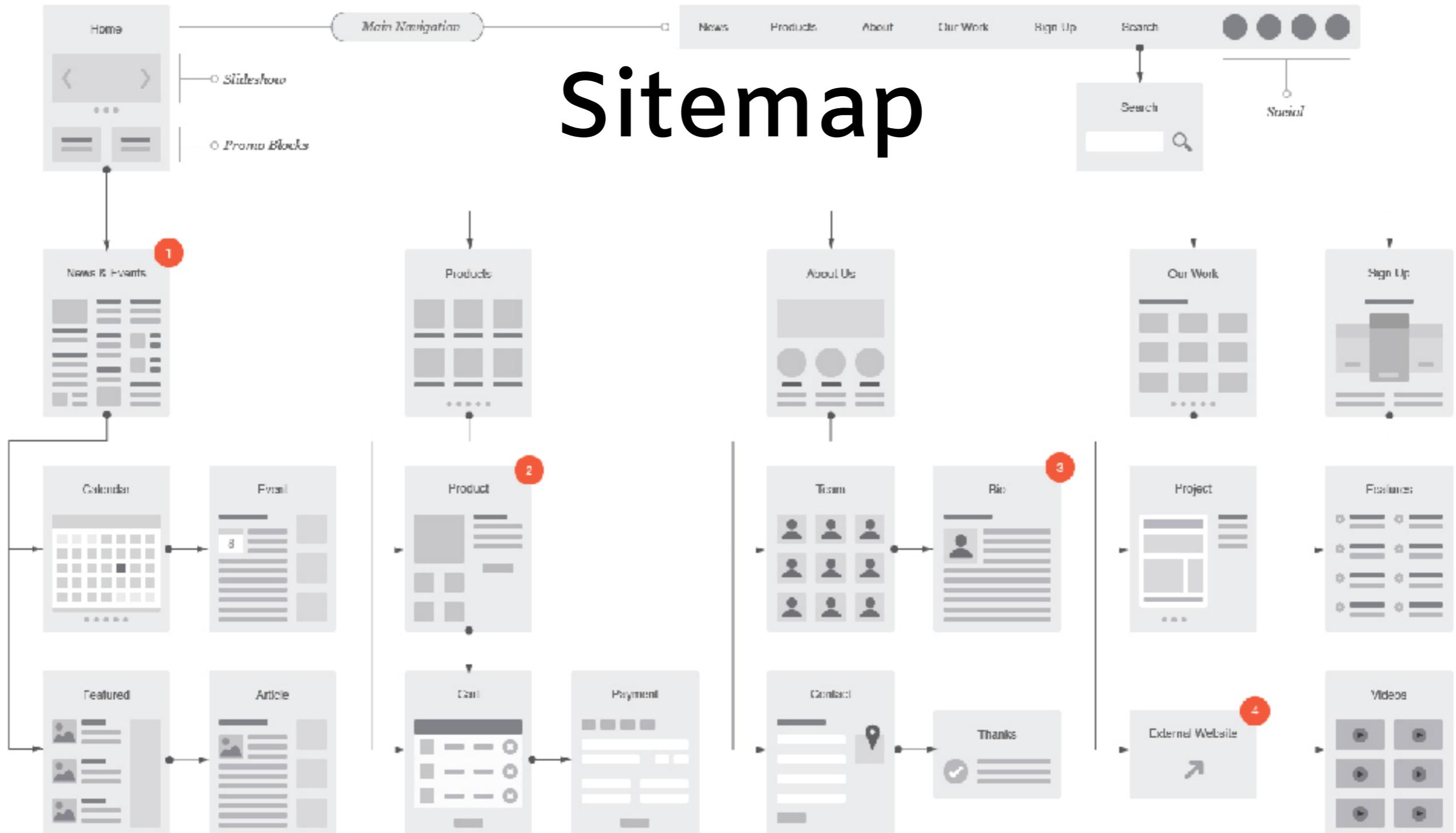
How will they interact with your site?

Sitemap

A sitemap is a diagram that shows the connections between pages. Pages are represented by boxes, and directed lines between them indicate links.

Sitemap





1 *Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur maxima urna, sollicitudin sit amet ante at, aliquet timidum enim. Cras dapibus non nisi.*

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3 *Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur maxima urna, sollicitudin sit amet ante at, aliquet timidum enim. Cras dapibus non nisi.*

4 *Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur maxima urna.*

Sitemap

